

Green Marketing

Internet Surf



A Report by the FTC's Division of Enforcement



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I. OVERVIEW

The Federal Trade Commission staff conducted a review of Internet sites to investigate the nature and incidence of particular environmental marketing claims. The review focused on claims promoting the reduction of carbon dioxide emissions, “renewability,” “sustainability,” and general environmental claims. This report summarizes the project’s findings and specifically discusses: (1) the distribution of these marketing claims across various industries; (2) terms and phrases commonly used to convey these claims; and (3) the co-occurrence of general environmental claims with other, specific environmental marketing claims.

II. BACKGROUND

In 1992, the FTC issued its Guides for the Use of Environmental Marketing Claims (“Green Guides” or “Guides”) to address confusion surrounding the meaning and proper use of proliferating “green” marketing claims.¹ To accomplish this goal, the Green Guides provide examples that demonstrate how consumers understand commonly used environmental claims such as “recyclable” and “biodegradable.” In so doing, the Guides better equip marketers to make truthful, non-misleading statements about the environmental attributes of their products, services, and business practices.²

The Commission, as a matter of course, periodically reviews all its rules and guides. The FTC last revised the Green Guides in 1998.³ In 2007, the Commission again initiated the review process to keep the Guides current with a rapidly expanding green marketplace.⁴

¹ 57 Fed. Reg. 36363 (Aug. 13, 1992). The Green Guides are available at 16 C.F.R. § 260; <http://www.ftc.gov/bcp/gmrule/guides980427.htm>.

² The legal determination regarding whether a claim is misleading under the FTC Act hinges on consumer interpretation of that claim, and the Commission’s guidance can be informative if consumer interpretation is not otherwise self-evident.

³ 63 Fed. Reg. 24240 (May 1, 1998).

⁴ 72 Fed. Reg. 66091 (Nov. 27, 2007).

As part of this process, the Commission held a series of public workshops where participants highlighted and discussed environmental marketing claims that merit FTC attention.⁵ Participants noted the emergence of claims that did not exist at the time the FTC last revised the Guides, including claims about reducing carbon dioxide emissions as well as claims about “renewability” and “sustainability.” In addition to highlighting these new claims, workshop participants raised concerns about marketers’ ongoing use of general environmental claims notwithstanding the Green Guides’ admonition to avoid unqualified, general claims that imply greater environmental benefit than actually exists.

These workshop discussions demonstrated a need to review the state of green marketing. As part of this effort, FTC staff conducted a surf to gather and analyze some of the new marketing claims as well as general environmental claims made online. Specifically, the surf focused on claims about minimizing carbon dioxide output (“carbon claims”), claims about renewability, claims about sustainability, and general environmental claims. Some examples of each include:

Carbon claims

- “Working to be a *carbon* neutral company”
- “We purchase *carbon* offsets for our facility, which means that our *carbon* footprint is zero”
- “With each purchase, we can help you prevent nearly two tons of *carbon dioxide* from harming the Earth”
- “We’re doing what we can to minimize the impact of our car’s *CO2* emissions”

Renewability claims

- “These garments are made from either *renewable* resources or recycled materials”
- “Protect the environment by using clean, *renewable* energy in your home”
- “Bamboo is a highly *renewable* material”
- “Plant-derived cleaners are made from *renewable* resources rather than from petroleum”

⁵ The FTC held three workshops in 2008: the first, on January 8th, focused on the marketing of carbon offsets and renewable energy certificates; the second, on April 15th, focused on green packaging claims; and the third, on July 15th, focused on green building and textiles claims. Participants included industry representatives, government agencies, consumer groups, not-for-profit environmental organizations, and members of the academic community. In addition to the input from those present at the workshops, the FTC solicited and received written comments.

Sustainability claims

- “We are proud to support *sustainable* tourism, contributing to the community and the world by protecting our natural environment”
- “*Sustainable* technology for a greener world”
- “Made of replenishable/*sustainable* ingredients”
- “We use a farming method known as *sustainable* farming”

General environmental claims

- “Clients with *green* building needs rely on our expertise”
- “Doing business *without harming the environment*”
- “A one-stop shop for *eco-friendly* products that are not only *good for the environment*, but beautify your lifestyle”
- “Committed to social and *environmental responsibility*”

The surf results provide some useful insight that, in addition to informing the Green Guides review process, might help guide future study, education, and law enforcement.

III. METHODOLOGY

The surf is not a scientifically random sample of environmental marketing claims on the Internet, but rather, a snapshot of some of these claims as of December 2008.

FTC staff obtained this snapshot by manually reviewing 1,000 web pages, each containing at least one of the four types environmental marketing claims detailed above — carbon, renewability, sustainability, and general environmental. Given the vastness of the Internet and the virtually infinite number of marketing claims proliferating online, generating a diverse pool of 1,000 relevant pages required a multi-step process.

First, Linguastat, a company specializing in linguistic data analysis, captured 32,296 web pages that were likely to have a high concentration of environmental marketing claims. This capture involved a combination of intelligent web-crawling, linguistic analysis of web page text, and filtration of pages that were not marketing any product or service (*e.g.*, articles, blogs, etc.).

Despite Linguastat's filtration process, the pool of 32,000+ web pages contained some pages that lacked environmental marketing claims, making it necessary to further pare down the data. Therefore, FTC staff reduced the pool of web pages provided by Linguastat to 1,000 for purposes of review and analysis. Staff produced this data set by sorting through the web pages and creating four equal "batches," each focused on one of the four claim types. To minimize the collection of duplicate web pages, staff first divided the pool of web pages into caches of 5000 (based on the sequential numbering of the pages provided by Linguastat) and then sequentially searched for web pages to populate each batch within the distinct, randomly assigned caches. This involved examining web pages containing the relevant terms and selecting every page that used those terms as part of an environmental marketing claim until we had collected 250 unique pages for each claim type. If one cache was insufficient for reaching the 250 mark, staff then proceeded to the next.⁶ Web pages within each resulting batch may contain various environmental claims in addition to the claim for which each batch was sorted.⁷

Finally, with the 1,000 web pages in hand, FTC staff manually reviewed every page in order to record specific data. For each web page, this included: categorizing the page by industry,⁸ noting terms and phrases commonly used to convey particular types of claims, and noting the co-occurrence of other environmental claims on that page. Additionally, FTC staff scanned print-outs of the web pages into electronic files so that the text could be searched using optical character recognition (OCR) software. This allowed FTC staff to conduct searches for additional claims.

⁶ Populating the carbon, renewability and sustainability batches required extending beyond one cache.

⁷ Ultimately, within the 1000 web pages:

- 332 had carbon claims (82 in addition to the 250 specifically sorted);
- 387 had renewability claims (137 in addition to the 250 specifically sorted);
- 518 had sustainability claims (268 in addition to the 250 specifically sorted); and
- 799 had general environmental claims (549 in addition to the 250 specifically sorted).

⁸ FTC staff categorized the web pages into one of fifteen industry groupings or two catch-all groupings. The industry categories were: (1) Automotive & Transportation; (2) Building, Home Improvement & Appliances; (3) Cleaning; (4) Computers & Electronics; (5) Environmental Consulting & Carbon Offsets; (6) Finance & Credit; (7) Food & Beverage; (8) Furniture, Housewares & Décor; (9) Health & Personal Care; (10) Lawn & Garden; (11) Paper, Packaging & Office Supplies; (12) Sports, Leisure & Entertainment; (13) Textiles, Clothing & Accessories; (14) Travel & Vacation; and (15) Utilities & Energy. The catch-all groupings were "Miscellaneous" (for web pages belonging to industries other than the fifteen specified here) and "Not Industry-specific" (for web pages encompassing multiple industries). See the Appendix for a complete break-down of the types of web pages that FTC staff assigned to each industry and catch-all category.

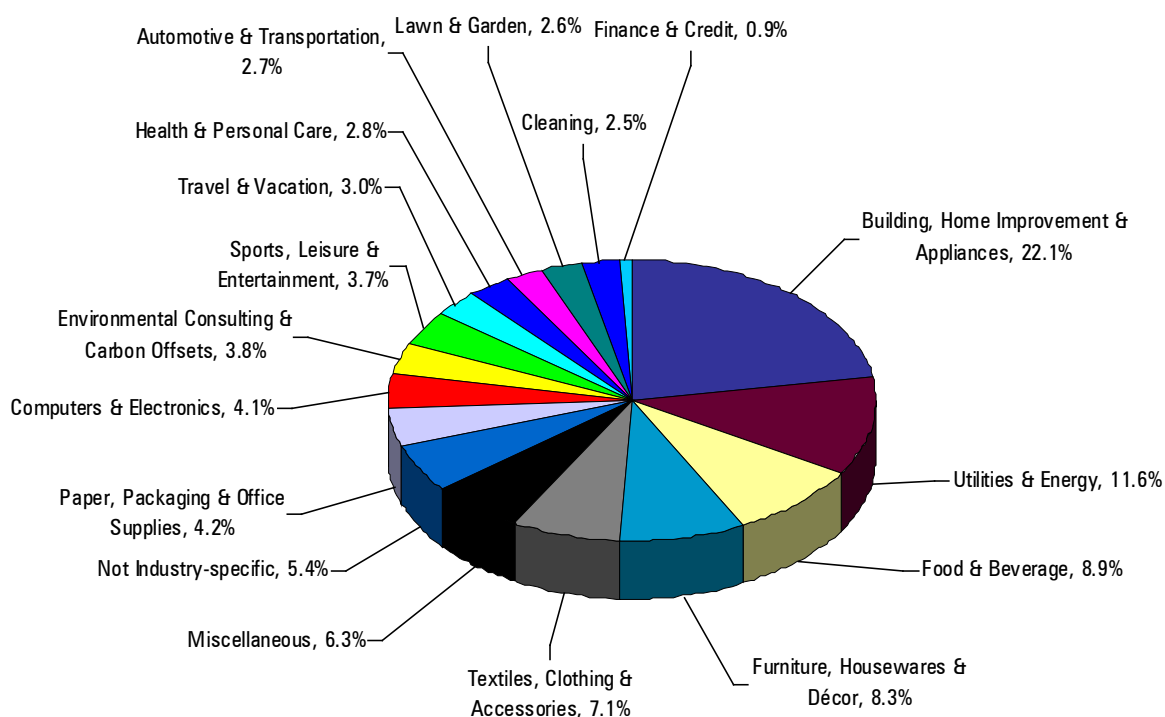
IV. REVIEW & FINDINGS

The findings are discussed in three sections. Section I provides an overview of how the web pages distributed across industry categories, both in total and by specific claim type. Section II highlights specific terms and phrases that appeared frequently within each claim category. Finally, Section III details the extent to which general environmental claims co-occurred with other environmental claims.

A. Web Pages by Industry

As mentioned above, staff categorized each of the 1,000 web pages into specific industry groupings. The distribution of the pages among industries may help determine how best to target consumer and business education. More specifically, understanding which industries are particularly laden with certain environmental claims allows the FTC to tailor the Green Guides to include realistic examples of claims made in specific industries. Also, to the extent more green marketing in an industry correlates with more *deceptive* green marketing in that industry, these

All 1,000 Web Pages by Industry



findings may help highlight the areas most worthy of law enforcement resources.

This section describes the distribution of industries across the whole data set as well as the distribution of industries for each type of claim.

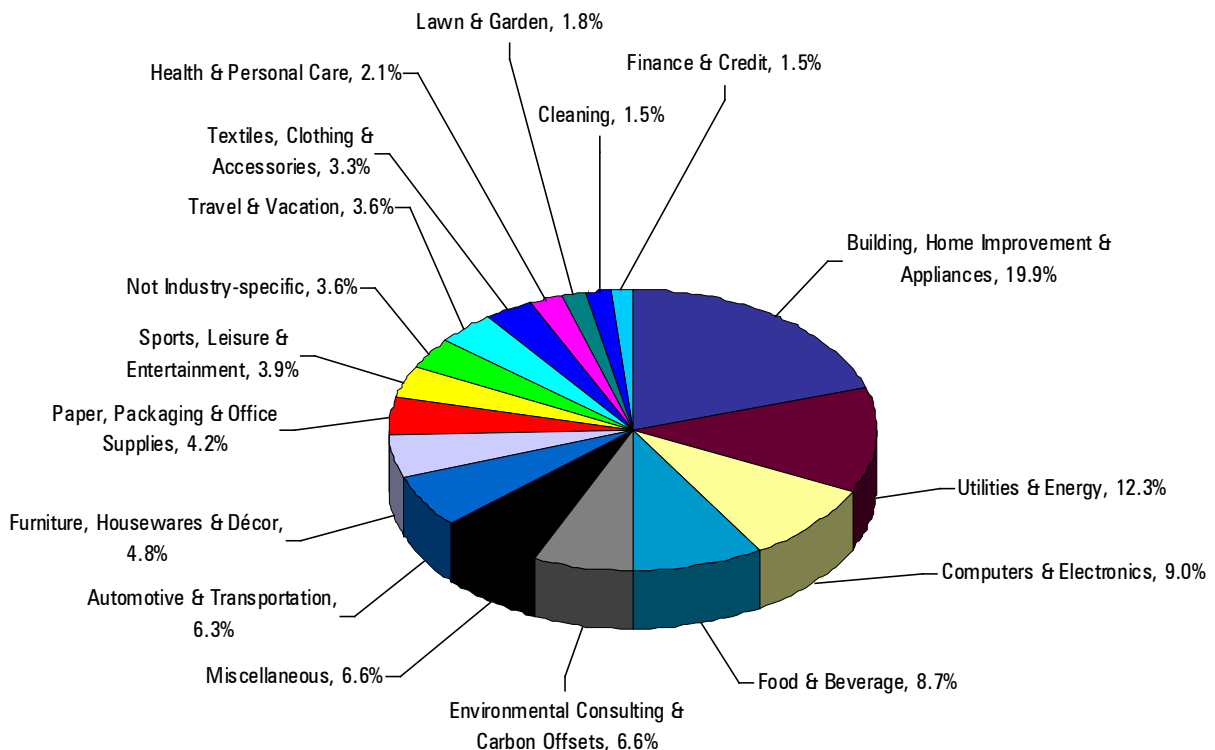
1. All 1,000 Web Pages by Industry

Across the total data set of 1,000 web pages, the greatest proportion of pages occurred in the *Building, Home Improvement & Appliances* industry (22.1%), the *Utilities & Energy* industry (11.6%), and the *Food & Beverage* industry (8.9%). The industries with the smallest proportion of these web pages were the *Finance & Credit* industry (0.9%), the *Cleaning* industry (2.5%), and the *Lawn & Garden* industry (2.6%).

2. Web Pages with Carbon Claims by Industry

Looking at the 332 web pages containing carbon claims, the greatest percentages occurred in the *Building, Home Improvement & Appliances* industry (19.9%), followed by the *Utilities & Energy* industry (12.3%), results that are consistent with

Carbon Claims by Industry
(Out of 332 Web Pages)

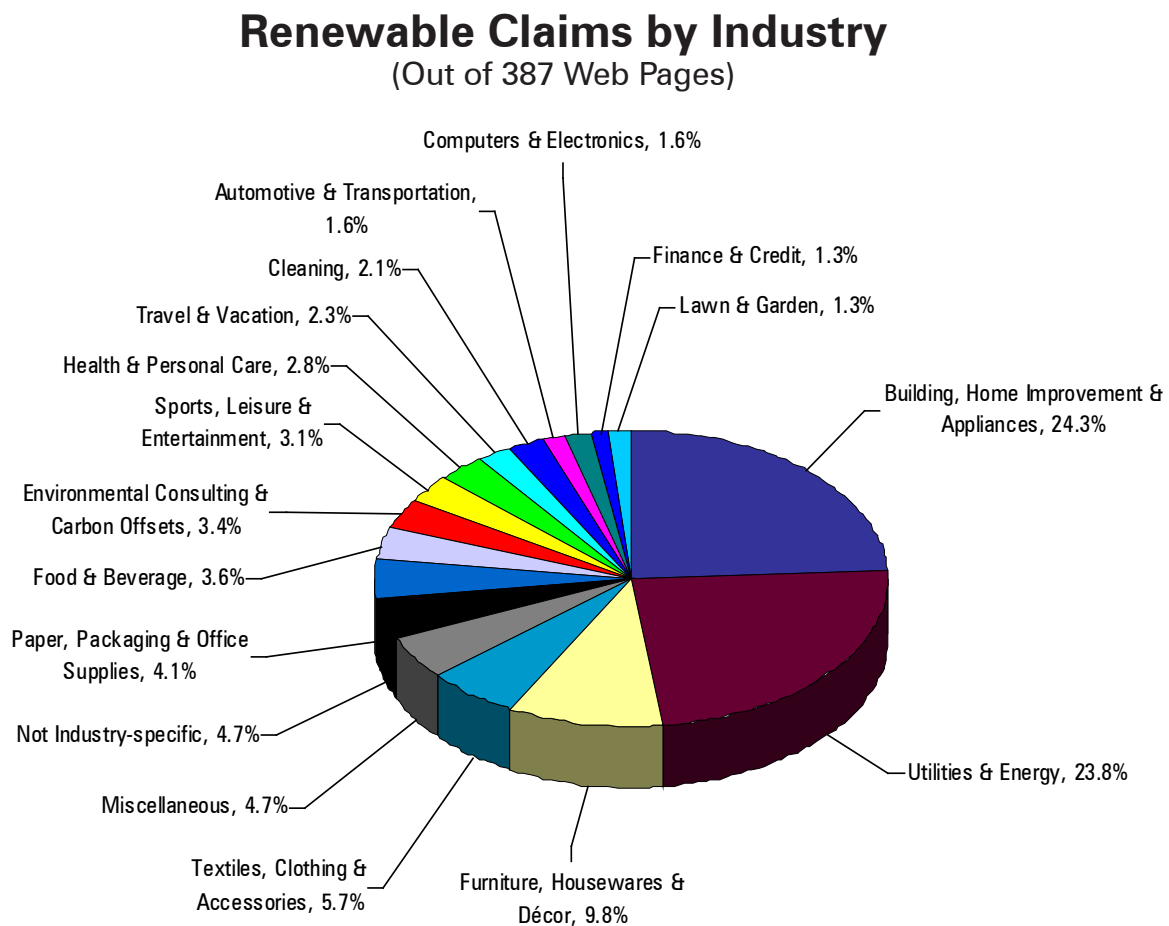


the wider data set. The third greatest percentage of carbon claims, however, occurred in the *Computers & Electronics* industry (9.0%), which placed only ninth in the wider data set.

The industries with the smallest proportion of these web pages were the *Finance & Credit* industry (1.5%), the *Cleaning* industry (1.5%), and the *Lawn & Garden* industry (1.8%) — the same three industries at the bottom of the wider data set.

3. Web Pages with Renewability Claims by Industry

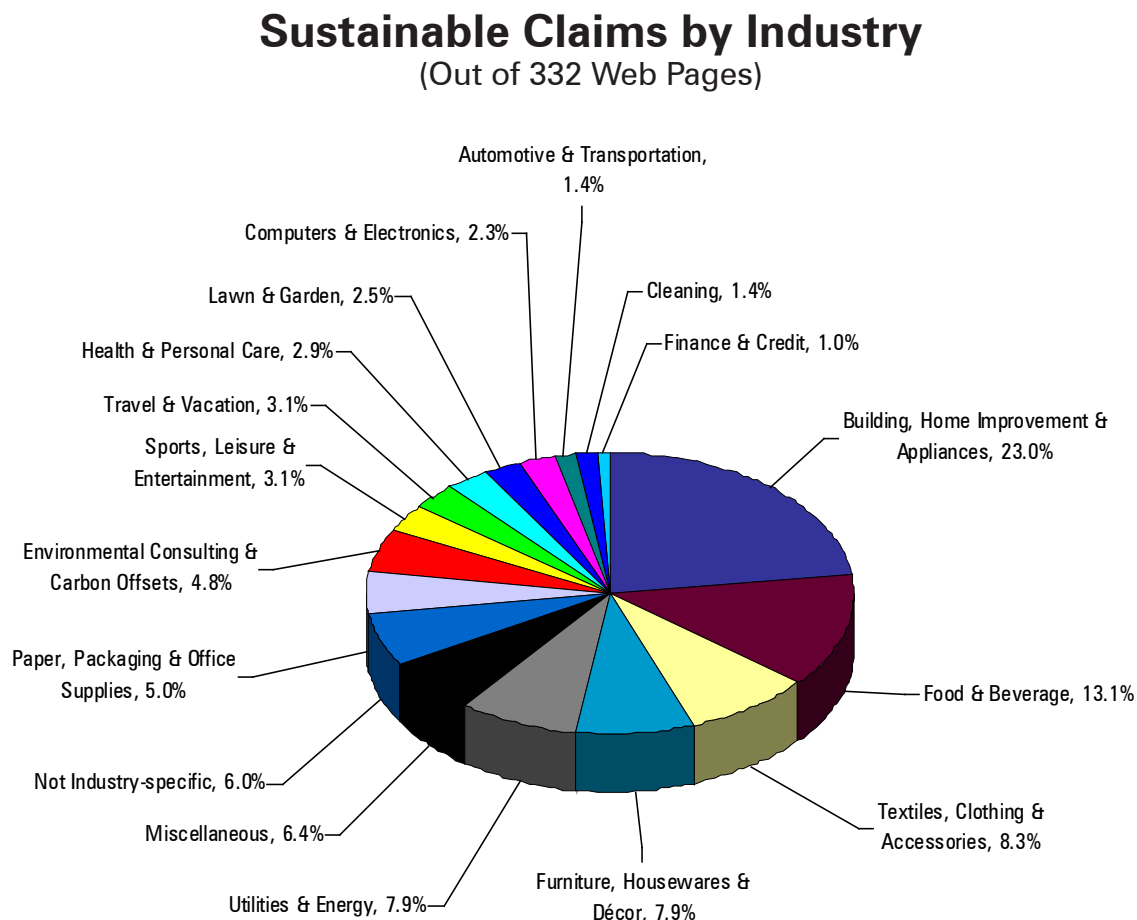
Looking at the 387 web pages containing renewability claims, their distribution across industries corresponds generally to the wider data set. As with the total pool of 1,000 web pages, the greatest percentages of renewability claims occurred in the *Building, Home Improvement & Appliances* industry (but in an even larger percentage) (24.3%) and the *Utilities & Energy* industry (23.8%). The third greatest percentage of renewability claims occurred in the *Furniture, Housewares & Decor* industry (9.8%), which ranked fourth in the larger pool.



The industries with the smallest proportion of these web pages were the *Finance & Credit* industry (1.3%) and the *Lawn & Garden* industry (1.3%). In the larger data pool, these industries ranked at the bottom and third from the bottom, respectively. The third lowest percentage of renewability claims occurred in the *Automotive & Transportation* industry (1.6%), which ranked fourth from the bottom in the larger pool.

4. Web Pages with Sustainability Claims by Industry

Looking at the 518 web pages containing sustainability claims, their distribution across industries once again reveals the greatest percentage of claims in the *Building, Home Improvement & Appliances* industry (23.0%). But, unlike the wider data set, the *Food & Beverage* industry (13.1%), and the *Textiles, Clothing & Accessories* industry (8.3%) ranked second and third, respectively. In the wider data set, the *Food & Beverage* industry ranked third and the *Textiles, Clothing & Accessories* industry ranked fifth.



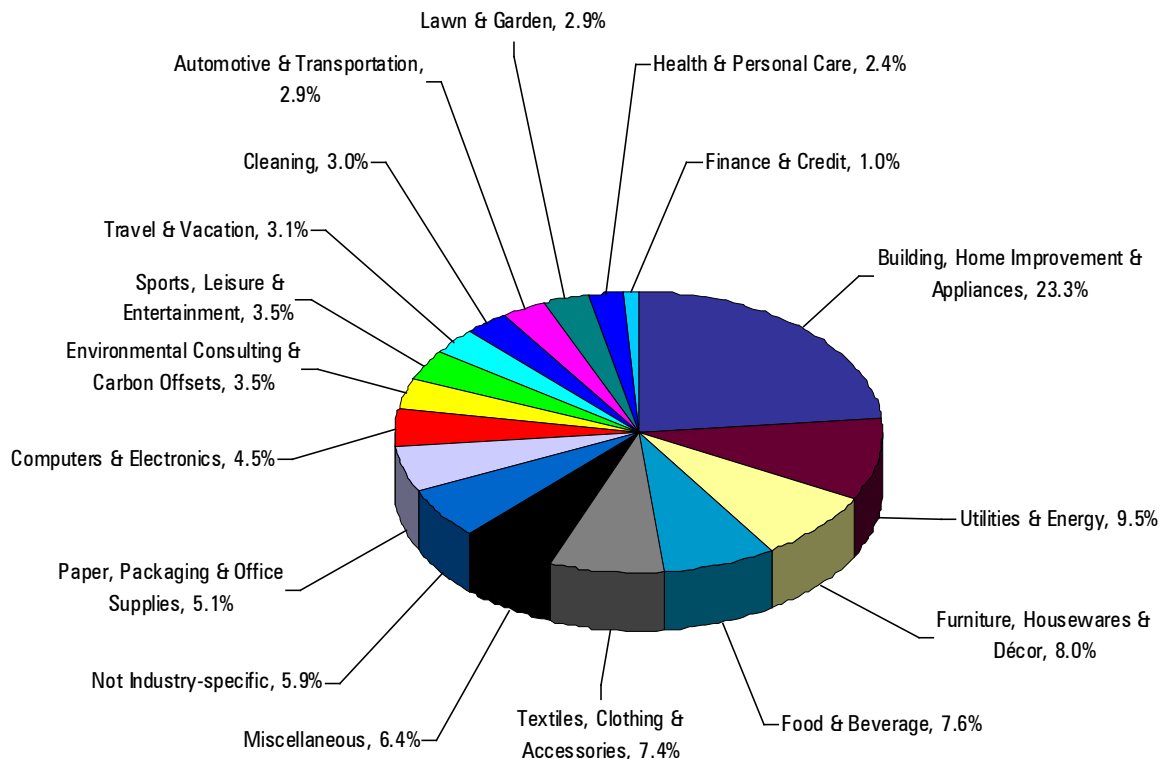
As with the wider data set, the industry with the smallest proportion of web pages with sustainability claims was the *Finance & Credit* industry (1.0%). This was followed by the *Cleaning* industry (1.4%) and the *Automotive & Transportation* industry (1.4%), which, in the wider data set, ranked second and fourth from the bottom, respectively.

5. Web Pages with General Environmental Claims by Industry

Finally, turning to the 799 web pages containing general environmental claims, again, the greatest percentages of pages occurred in the *Building, Home Improvement & Appliances* industry (23.3%), and the *Utilities & Energy* industry (9.5%). But the third biggest percentage of web pages with general environmental claims occurred in the *Furniture, Housewares and Décor* industry (8.0%), which ranked only fourth in the wider data set.

Again, mirroring the larger data pool, the industry with the smallest proportion of web pages with general environmental claims was the *Finance & Credit* industry (1.0%).

General Environmental Claims by Industry (Out of 799 Web Pages)

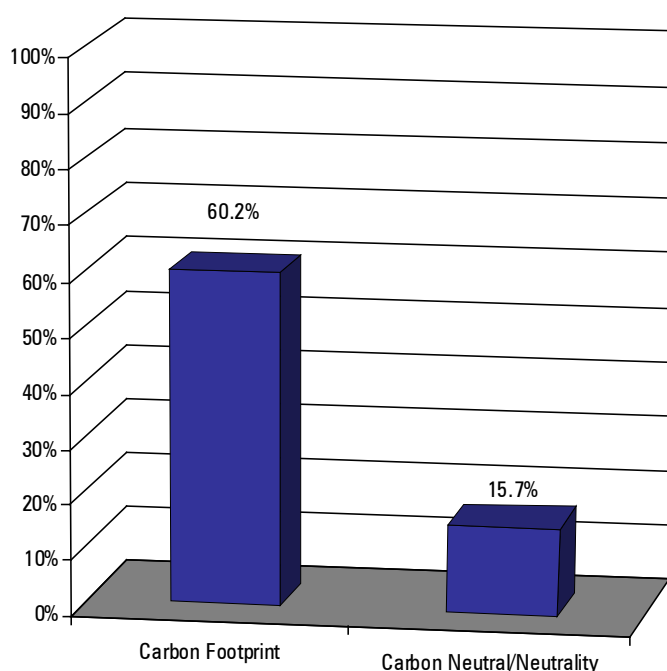


This was followed by the *Health & Personal Care* industry (2.4%), which ranked fifth from the bottom in the larger pool. The third smallest proportion of these web pages occurred in the *Lawn & Garden* industry (2.9%), which also placed third from the bottom in the larger pool.

B. Common Terms & Phrases Used to Convey Each Type of Claim

Marketers often employed several specific terms and phrases to convey three of the four types of claims — carbon, renewability, and general environmental.⁹ The widespread use of specific terms and phrases to communicate a claim is noteworthy for two reasons. First, it may indicate a need for further study of how consumers interpret these specific terms and phrases. Second, it may also suggest a need for business education on the meaning and proper use of these claims. This section therefore sets forth the commonly used terms and phrases within each category of claims.¹⁰

Common Carbon Claims

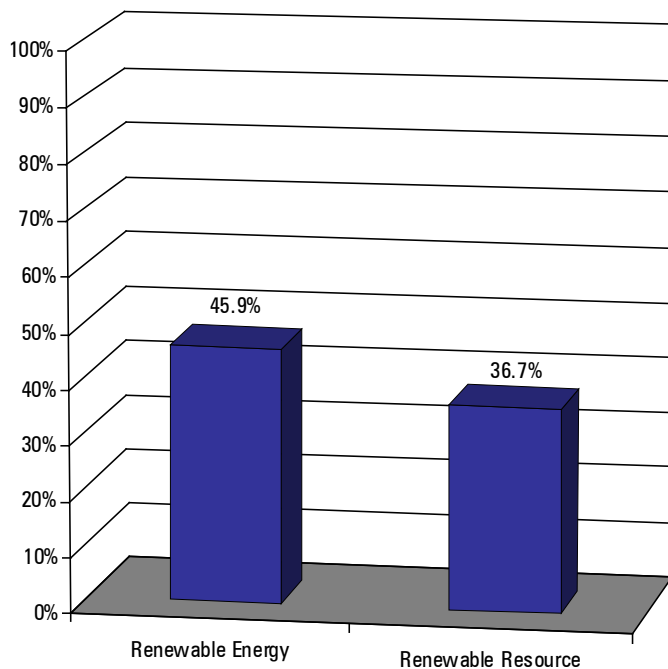


Among the carbon claims, the phrases “carbon footprint” as well as claims about “carbon neutrality” occurred most frequently. “Carbon footprint” occurred in 60.2% of the 332 pages with carbon claims, and claims about “carbon neutrality” or being “carbon neutral” occurred in 15.7% of those web pages.

⁹ As distinguished from these three categories, sustainability claims appeared in myriad contexts, and FTC staff did not observe phrases or specific claims common to the group.

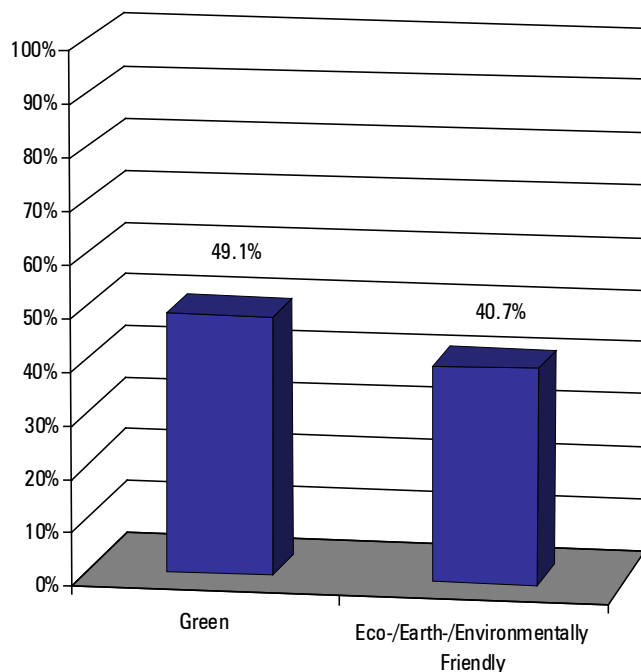
¹⁰ The findings in this section rely only upon the observations of FTC staff. FTC staff did not empirically study the relative incidence of the terms and phrases discussed here as measured against other terms and phrases that might be employed to convey the same or similar types of claims.

Common Renewable Claims



Among renewability claims, the phrases “renewable energy” and “renewable resource” occurred most frequently. “Renewable energy” occurred in 45.9% of the 387 web pages containing renewable claims, and “renewable resource” occurred in 36.7% of them.

Common General Environmental Claims



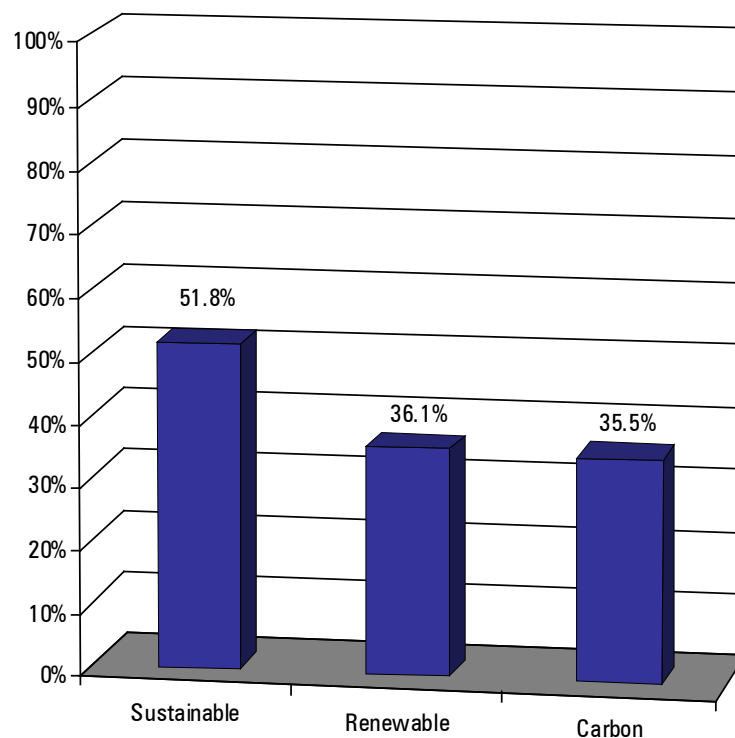
Among the general environmental claims, the terms “green” and eco-/earth-/environmentally “friendly” occurred most frequently. “Green” occurred in 49.1% of the 799 web pages containing general environmental claims, and eco-/earth-/environmentally “friendly” occurred in 40.7% of them.

The prevalence of these terms and phrases suggests that they may have become part of the “jargon” of environmental marketing, and to the extent consumer interpretation of their meaning is unclear, further guidance and education may be necessary to avoid deception in the marketplace.

C. General Environmental Claims Co-occurring with Other Claims

As discussed earlier, general environmental claims pose problems where marketers make them without additional explanation or qualifications. In some cases, the use of more specific claims in conjunction with a general environmental claim can provide the necessary context for ensuring the general claim is not deceptive. In online advertising, however, the mere co-occurrence of other claims on the same web page does not serve as proof that a general claim has been adequately qualified. In fact, in many cases, the claims may be entirely unrelated to one another. But in some instances, the presence of more specific environmental claims on the same web page reflects a marketer's attempt to qualify the general claim. Further study may be needed to understand how consumers interpret co-occurring claims where one or more of the claims is a broad, general claim of environmental benefit, and the other is specific. This section takes the first step in detailing the extent of such co-occurrence.¹¹

Co-occurrence of Other Claims with General Environmental Claims

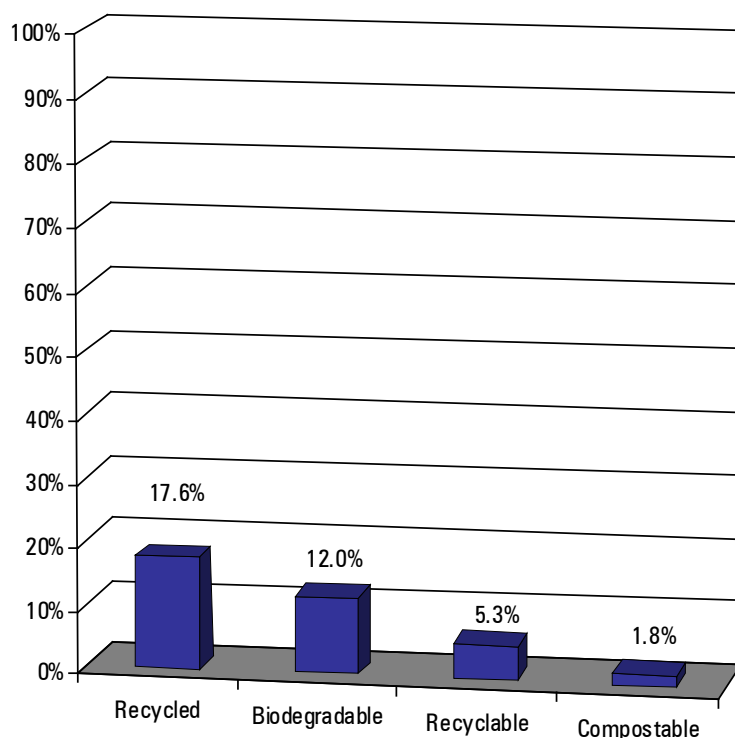


¹¹ FTC staff extracted the co-occurrence data by using both the manual review as well as the OCR technology described in the Methodology Section.

On the 799 pages with general environmental claims, sustainability claims co-occurred on 414 of these web pages (51.8%); renewability claims co-occurred on 288 of these web pages (36.1%); and carbon claims co-occurred on 284 of these web pages (35.5%).

FTC staff also searched the pages with general environmental claims for specific claims currently addressed by the Green Guides. Of the 799 pages, “recycled” claims co-occurred on 141 pages (17.6%); “biodegradability” claims co-occurred on 96 pages (12.0%);¹² “recyclability” claims co-occurred on 42 pages (5.3%);¹³ and “compostability” claims co-occurred on 14 pages (1.8%).

Co-occurrence of Other Claims with General Environmental Claims



¹² A web page was regarded as containing a “biodegradability” claim if the OCR search produced a “hit” on any of the following terms: biodegradability, biodegradable, or biodegradeable.

¹³ A web page was regarded as containing a “recyclability” claim if the OCR search produced a “hit” on any of the following terms: recyclability, recyclable, or recycleable.

V. CONCLUSION

Although the surf did not capture a scientifically random sampling of green marketing claims on the Internet, it produced some interesting and useful findings about the state of green marketing online. The surf revealed, for example, that the highest proportion of web pages with the claims addressed here — carbon, renewability, sustainability, and general environmental — occurred in the *Building, Home Improvement & Appliances* industry. Additionally, the surf identified some common terms and phrases marketers use to convey these claims, including “carbon footprint,” “carbon neutrality,” “renewable energy,” “renewable resource,” “green,” and eco-/earth-/environmentally “friendly.” Finally, the surf uncovered the extent to which the general environmental claims co-occurred on web pages that also make other, more specific environmental marketing claims. These findings will aid not only the Commission’s Green Guides review, but may also inform education and enforcement efforts going forward.

APPENDIX : INDUSTRY & CATCH-ALL CATEGORIES

CATEGORY	PRODUCT/SERVICE BEING MARKETING
Automotive & Transportation	aluminum extrusion composite system; automated parking system; bus company; car dealer; car wash; electric vehicle conversion kits; electric vehicles; electrical off road truck; energy management systems for hybrid vehicles; freight transportation; fuel additive; gas-saving device; hybrid power system for cars; internal combustion engine; lift trucks; limousine company; producer of ethanol for car/truck fuel; scooters; truck shipping service; water-powered gas car technology; zip car
Building, Home Improvement & Appliances	air purifiers; architectural services; attorneys in green building sector; biomass furnace; broker for energy efficient homes; building contractors; building panels; building science and technology; cabinetry; carpet; closet company; commercial construction contractor; commercial construction products; composite building material for picket fences, rails, posts and decks; concrete; decking materials; eco-friendly paints, primers, sealers, natural lime and marble plasters, natural earth clay products, cotton wall-coverings and decorative concrete flooring; electronic signs and awnings; engineering and architectural consulting; fire and flood restoration; fireplace; flooring; gasifier/burner for barbeque grills; handyman (plumbing, electrical, AC services); heat pumps; home builder; home heating solutions company; home remodeling; hot tubs; HVAC systems; indoor ducts; industrial design and building services; industrial heating and cooling systems; industrial waste disposal bags and recycling bins; kitchen and bath fixtures; insulation and air sealing services; leather wall and floor tile; LED lighting; lighting; lumber/timber; paint brushes; painting; pellet stove; petroleum-free, natural resin pavement; realtor; refrigerant for cooling systems; renewable energy-based home appliances; residential community; roofing; shutters; space heater; spray-stone limestone plaster; steam generator; street lights; swimming pool accessories; toilets; tortoise shell home; tour of new and remodeled green homes; water heater; windows; wood boilers; wood burning stove
Cleaning	carpet cleaning service; cleaning chemicals; commercial cleaners; dry cleaning; fiber mops and rags; home cleaning service; laundromat; laundry detergent; natural sponges; oxy cleaner; vacuum cleaner; waste disposal
Computers & Electronics	AC/DC power supplies; blanking panels; camera; color printer; computer components; computer equipment; computer systems; digital data destruction company; information technology services; international software development, training and consulting; Internet service provider; Internet usage products (modems, routers, etc.); Internet-based technology to monitor/modify utility consumption; mobile phones; online media outlet web-hosting company; software; televisions; web- and audio-conferencing services; web design services; web development services; web tools – website/email management, online store, social networking site, online survey site

CATEGORY	PRODUCT/SERVICE BEING MARKETED
Environmental Consulting & Carbon Offsets	bio-diversity preservation; bio-engineering consulting; carbon consulting services; carbon credits; carbon offsets; carbon sequestration projects; endangered wildlife conservation; environmental consulting for homes; green consulting; green consulting to enhance business image; sustainability consulting; sustainable agriculture consulting; sustainable ecological engineering; sustainable growth toolkit; technology development to solve environmental challenges; technology to reduce carbon footprint
Finance & Credit	bank; credit card where points redemption helps build renewable energy products; environmentally friendly investments; financial management; investments in solar energy
Food & Beverage	bakeries; beer breweries; bottled water; cafés; caterers; coffee and tea; coffee growers; dairy farm; farms; food dispenser; fruit and vegetable sanitizer; grain miller; grocers; grocery delivery; honey producer; marketing/distribution for locally grown produce; meal delivery; onsite food service, catering and food consulting; raw milk; restaurant food delivery; restaurants; seafood; superfoods; vodka; wine cork and capsule production/distribution facility; wine sales and marketing; wineries
Furniture, Housewares & Décor	air and water purification; art; beds; bowls; bunk beds; candleholders and vases; candles; clocks; cookware; cork mat; corkscrew; crown molding; door and phone bells; ergonomic office furniture; fans; food hutch; framing products; furniture for home and office; glasses; hangers; inks for glassware and ceramics; interior design, lighting design and project management firm specializing in orthodontic and dental offices; interior design services; mattresses; media stand; paintings; racks, shelves & display tables for retail stores; rugs; space-organizing products; tableware; utensils; wood furniture
Health & Personal Care	balms; bath and body fragrance; bath salts and oils; cosmetics; essences; hair dryer; hand soap; intimate personal lubricant; medical devices; moisturizers; pharmaceuticals; shampoo/conditioner; shaving products; skin care; vitamins and supplements
Lawn & Garden	bamboo lawn stakes; composter; garden products; indoor gardening store; landscape design; lawn/shrub care company; mulch and soil installation; nursery; outdoor furniture; plant minerals; plants; rodent exclusion; soil amendment; solar garden lamps; solar powered lights, fountains, driveway markers, and lanterns; stones; termite and pest control; topsoil
Paper, Packaging & Office Supplies	art paper; corn-based printable plastic; digital printing; direct mail printers/distributors; disposable dinnerware products for institutional food service; document management systems; gift wrapping and accessories; grocery bags; handmade stationery, journals, albums; magazine publisher; offset and digital printing; paper; paper towels and tissues; PLA film; printing; product packaging; shipping containers; take-out food and beverage containers; temperature-sensitive shipment products; zero waste packaging, labels, bags and food containers

CATEGORY	PRODUCT/SERVICE BEING MARKETING
Sports, Leisure & Entertainment	amusement parks; bag for camping gear; craft supplies for candle and soap-making; facials; golf resorts; Internet radio stations; magazines; massage tables, chairs and equipment; music store; musical instruments; nail spas; ocean liners; pianos; rock band; sail boats; sleeping bags; snowboarding supplies; spa equipment; spas; special events consulting; surfboards and supplies; television network; theatrical lighting and equipment trucking; toys; yoga and fitness accessories; yoga classes
Textiles, Clothing & Accessories	apron; baby clothes; baby diapers; batting and stuffing; bedding; blankets and throws; boutique clothing for mothers and children; down comforter; handbags; jewelry; laptop bags; nappies (diapers), waterproof covers, training pants, and boosters for children; pillows; shoes; slippers; socks; sunglasses; textile company; tote bag for kids; towels; t-shirts; wool-knit diapers; yarn
Travel & Vacation	bed & breakfasts; camping resorts; guest cottages; hotels; inns; ski resorts; tourism packages; vacation resorts
Utilities & Energy	alternative energy systems; alternative fuel; batteries; biodiesel; bio-fuels; cigarette lighter adapter; data center energy optimization service; densified firewood; device for reducing energy consumption; electricity; electricity usage monitor; employment in renewable energy sector; energy consulting; energy efficiency assessment; energy-efficient transformer; ethanol; financing/funding for solar energy projects; fuel; gas; green energy provider; grid systems; natural gas; off-site solar power systems for industrial power generation; off-the-grid alternative utility systems; pellet fuel; portable solar charger propane provider; power solutions for buildings and automobiles; renewable energy; renewable energy certificates; residential solar photovoltaic system; solar energy/wind power contractor; solar panels and accessories; solar power supplier; solar roofing membranes; solar roofing tiles; stationary bike power generator; system that converts waste into electricity; trees grown for cellulosic ethanol as renewable energy source; wind farm; wind turbines

CATEGORY	PRODUCT/SERVICE BEING MARKETING
Miscellaneous	<p>advertising agency; amenities management company; animal health and aquaculture products; atmospheric, process and specialty gases; binoculars; bio-remediation and eco-safe cleaning franchise; books, DVDs, and electronic publications about healthy living; Christmas trees; coffins; compostable bags; consulting company; crop nutrient and growth products; efficiency technologies for electric motors; engineered machine prototypes; environmental DVDs; erosion/sediment control and revegetation contracting company; flashlights; fodder production system; food, agricultural and risk management products and services fountains; freight transportation and supply chain management provider; graphic design artist; heat exchanger and microturbine; integrated tree and stormwater system; land resource organization; laser alignment products; life science company; manure disposal; marketing and public relations firm; perforated metal design, production, and fabrication; plant nutritional and soil enhancement products manufactured for agricultural and turf distribution; plastic film manufacturing/distribution company public relations; plastic pallets and collapsible bins; products for pets/reptiles; pump manufacturers; recycling services for E-waste, waste metals and plastics, and other industrial waste; restroom rentals/cleaning and servicing of customer owned portable restrooms; rubber powder; science education media firm; scrap metal processing and recycling center; supplemental employee and executive recruitment company; sustainable event design and production company; teak plantations; toolkit to help remove regulatory obstacles to smarter growth; waste management consulting; waste management industry publication; wireless sensor technology to calculate and validate carbon footprint reductions and improvements</p>
Not Industry-specific	<p>architecture/engineering and environmental consulting firm; baby products; bamboo products; biodegradable & sustainable products; boutique nursery and produce farm; cameras, diagnostic and medical systems, microscopes and imaging products; cattle ranch; clothing, accessories, health, and beauty products; coconut fiber products; de-chlorination products for bath and garden; design and construction of environmentally friendly projects; design of safe and healthy environments for asthma and allergy sufferers and the chemically sensitive; eco-friendly products; fair trade products that promote sustainability; farmers market selling fruits, vegetables, handcrafted gifts, bedding plants and perennials; food, apparel and gift tags for kids; green products for babies and their parents; hemp products; home and garden decor; lavender products; lumber, mulch, sawdust, surveying stakes and supplies; natural and organic products; neem products; outdoor gear, clothes, skis, bikes, electronics; rainforest products; renewable energy and home improvements; solar-powered products; stones for paving, walls, flooring, landscaping, decorative purposes, bookends, clocks, and paperweights; surface solutions for enhancing product performance in medical, semiconductor, microelectronics, process and surface analysis technologies; sustainable products for the home; wood products; zero-waste parties and composting services</p>

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